

Should both radio and television have the same regulations designed to promote localism? When considering both mediums, how much of a difference does each one make when dealing with community responsive programming? Take television for example, local television stations can distinguish themselves from cable and satellite stations. Local television has the ability to concentrate mainly on each community and update them on upcoming events. Ensuring that everyone knows and understands what is going on in their community. When looking at both mediums, it would appear that television airs a higher percentage of community responsive programming. Local television has specific times that allows them to concentrate mainly on community programming. Many events that take place in a specific community has a better chance of being seen on television than heard on the radio.

Factor in radio and consider how satellite radio services are rapidly growing and people are beginning to not listen to local stations as much. Making it difficult for local radio stations to reach their designated communities in an informative way. Radio stations are not given specific times to air community programming, they just have to interpret anything community related into their daily broadcast. Does having a local radio station DJ impact a community more that just having a national DJ who is heard on many different stations ? Local radio stations DJ is the one tie that a community might have with a radio station. If the station DJ is from their community and cares about upcoming event then the station will include the community in their promotional events, and alert the community when events occur that concerns them. Satellite radio will have a bigger effect on local radio stations then cable, or digital television will have on local television stations. If more channels are created, this will only allow television stations more time to air more community programming. People will always be interested in watching their community events regardless of how many channels they have.

When viewing different aspects of each medium one can see that radio and television should not have the same regulations for promoting localism. Each one has certain factors that impact the way they air community responsive programming. Believing that many people tune in to their television stations for community events radio should not be regulated the same way when many people listen to the radio mainly for music or national talk radio stations. Therefore each one should have a different set of regulations allowing them to individually devise a way that will allow them to air more community programming and will not conflict